Why Multi-Site Businesses Benefit from a Cloud Unified Communications System

When a business spans more than one location, the cost and complexity of maintaining a conventional communications system can present major challenges. These include hardware and software investments at each site, as well as the cost of maintaining these systems.

Additionally, whether as the result of organic growth or acquisitions, IT may have inherited a patchwork of disparate hardware, solutions, and providers. Managing and supporting all of this—both from an IT and an accounting perspective—can be time-consuming, and frustrating.

From chasing down issues at distant sites to managing separate telco relationships, having multiple systems across multiple locations can strain your resources and budgets. In addition, different systems may provide different call treatments, causing confusion for customers.

Ultimately, the lack of a unified system hampers communication and collaboration, which negatively impacts employee productivity, customer service, and your company's bottom line.

Does your organization experience these issues?

- Complex maintenance, support, and training needed for hardware from different manufacturers

- The inability of employees in one office to easily extension-dial or transfer calls to employees at other locations

- No effective integration of telephony into a unified communications (UC) solution that provides "all-in-one" communication and collaboration across the company

- Managing complicated relationships with different service providers

Placing your communications system in the cloud streamlines deployment and provides the ability to manage the entire system from one location - translating into significant time- and cost-savings for the IT team. It also gives your users a common platform and interface to get their vital work done regardless of location – mobile and

remote workers have direct access to the same system used by on-site workers. And they enjoy the same features—such as video meetings, direct messaging, extension-dialing and direct voicemail access—as office staff.

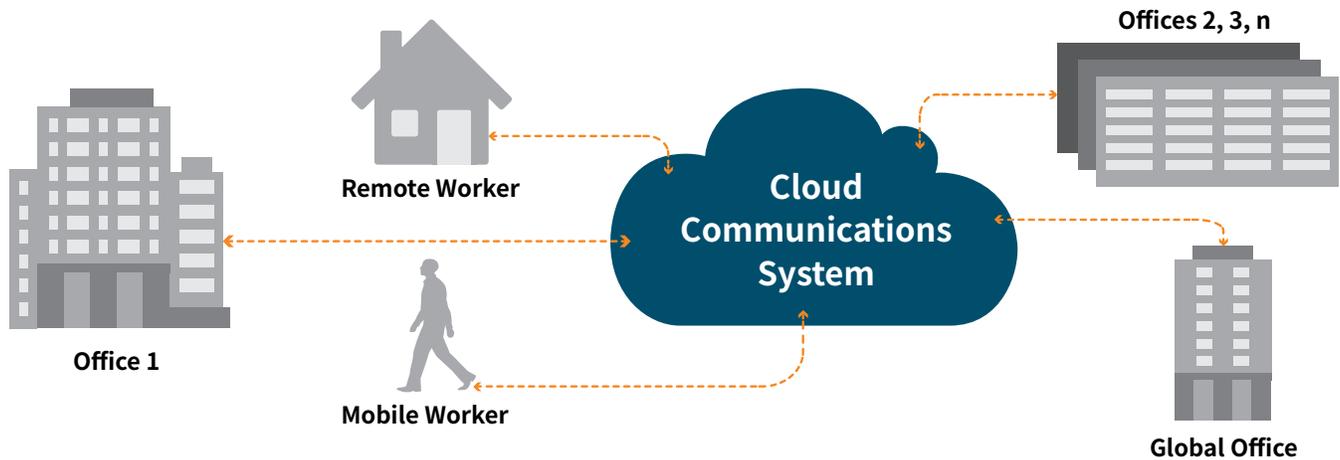## Top benefits of a cloud phone system for multi–location businesses

Among the numerous advantages for businesses with multiple locations, a cloud communications system:

- Eliminates the expense of hardware/software (including upgrades and maintenance) at each location

- Streamlines phone-line management—i.e., eliminates the need for costly trunk lines, PRIs, or bonded T1s from each business location to the telco

- Allows customers to leverage the latest technologies and updates provided by the unified communications as a service (UCaaS) provider

- Provides the synergies of a true unified approach, including integration with other modalities like video, voice, chat, etc.

- Makes it easier to support direct transfers and direct extension-dialing between business locations

- Gives customers and partners easy access to employees from one corporate telephone number

- Eliminates the need for trained staff at multiple sites, calls to local third-party support services, or sending IT staff members with telephony experience to each location every time changes are needed or system problems occur

- Dramatically simplifies office moves, setup of new locations, and user moves/adds/changes

- Immediately reduces international calling charges for organizations with global offices

The figure below illustrates how employees in all locations—including home offices and workers on the go—share the same robust features and functionality when using a cloud-based phone system (including voice, fax, text, conferencing, and online meetings).

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AVAYA

Remote Worker

Office 1

Mobile Worker

Cloud Communications System

Offices 2, 3, n

Global Office

Cloud solutions inherently eliminate not only the investment in hardware at each location but also the cost and complexity of enabling connectivity between them.

This approach is designed from the ground up to handle a new type of enterprise—one with multiple sites, global offices, and a growing number of remote and mobile workers. It inherently eliminates not only the investment in hardware at each location but also the cost and complexity of enabling connectivity between them. It further provides the benefits of a completely integrated system across locations, such as the ability to transfer calls or dial coworkers using four-digit extensions.

Benefits for various types of businesses

This unique ability to serve and connect multiple locations via a single, cloud-based communications solution revolutionizes communications for a broad range of industries and business types:

- Distributed enterprises—a chain of dental offices, for example—with many locations but few employees in each location can provide those employees with the power of a fully featured unified communications solution, that is easily deployed and maintained.

- Construction companies can quickly start up temporary locations and seamlessly integrate site workers with the larger enterprise. This includes delivering critical features such as integrated faxing and conferencing.

- Consulting firms can set up virtual extensions of the firm at client locations while maintaining a unified business identity for their consultants.

- Technology companies can accommodate rapid growth, expand into markets where they can access scarce talent, or open global offices without the conventional costs and difficulties. The cloud is also uniquely capable of supporting mobility, and many tech firms now view mobile workers as "locations."

- Real estate businesses can unify a number of small offices while providing customers with a single number for office phone, fax, and mobile devices.

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Avaya Cloud Office handsets come pre-configured right out of the box. Simply plug them into your network when they arrive.

Streamlined management

Compared to a conventional solution that requires skilled staff to be on site for maintenance or moves/adds/changes, the cloud dramatically simplifies management. Any IT employee—with or without communications experience—can set up new users and proivision new lines within seconds from a web-based management console. This capability includes granular management of users, such as assigning extensions or setting up call-handling options. All this can be done from one central location. Users can also easily set up their own preferences, and this self-help capability further offloads non-strategic work from IT, while providing users the control they want over greetings, and find me / follow me services.

This ease of management extends from individual users to company-wide system parameters, such as setting up the auto attendant so that customers hear the messages you want them to hear. Within the web-based console, you can also group users at different locations into company-wide departments.

When coupled with plug-and-play phones and devices, this centralized management capability makes it much easier to move a location or set up a new one. Some VoIP solutions require IT staff to be physically present at the new site and to program each user's phone. Avaya Cloud Office® handsets come preconfigured right out of the box. You simply enter a request in the management console, the phones are drop-shipped, and when they arrive, the end users just plug them into Ethernet ports. The phones are programmed to call home to the network, so provisioning new users happens automatically.

AVAYA

An integrated UC system such as Avaya Cloud Office not only does away with the up-front investment in multiple premises based solutions but also eliminates the maintenance required to keep them running.

Simplified security and regulatory compliance

Avaya Cloud Office not only provides a common platform for users and management. It also provides a common platform for security. This eliminates ensuring that the latest security policies are in place at each location. All of this functionality—and valuable company IP or confidential data associated with faxes, voicemails, or other features—is housed in secure, geographically redundant data centers. Our highly trained data security professionals stay abreast of the latest industry and government regulatory requirements—such as encryption of data at rest, which is mandated by HIPAA—to ensure your phone system is always in compliance.

Summary

To survive, multi-location companies must remain flexible and agile enough to adapt to the shifting business landscape. With IT budgets strained, they also need a system that simplifies management and drastically reduces maintenance and oversight of the entire communications system, including billing, administration, SLAs, and the end-user experience.

An integrated cloud solution like Avaya Cloud Office provides these benefits, will also giving every employee, regardless of location, a secure unified communications platform with robust business features, 5 9s reliability and the security needed to keep your communications and data safe.

About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at www.avaya.com.